

transferring, via the Internet to a collection center, the obtained audience data along with ID data of the viewer by making use of opportunities of the viewer's accessing the Internet.

25. A recording medium according to claim 24, wherein said step of transferring is performed during an operation of a WWW browsing software.

#### REMARKS

Reconsideration is respectfully requested.

Claims 1-13 are pending in this application. New claims 14-25 have been added.

Claims 1-3, 5-8 and 10-13 are rejected under 35 USC §103(a) as being unpatentable over Hertz et al. (U.S. 5,758,257) in view of Welsh (U.S. 5,374,951) and further in view of Williams et al. (U.S. 5,977,964). Applicants respectfully traverse this rejection.

Regarding this rejection, the Examiner admits in page 3, lines 4-7 of the Office Action that "Hertz do not clearly disclose ... 'Identifying a program ID of currently viewed program from the TV program table data by comparing the detected channel and current time with the channel and time information of the TV program table data' ...". Applicants respectfully believe that Hertz et al. fail to teach or suggest at least the feature of Applicants' invention that a TV program ID of a program being viewed by a viewer is detected by detecting a currently viewed

channel and current time and by comparing the channel and time with those in a TV program table.

The Examiner further relies upon Welsh for the rejection, stating at page 4, lines 1-11 that "Welsh teaches... Identifying a program ID of currently viewed program from the TV program table data by comparing the detected channel and current time with the channel and time information of the TV program table data (Welsh household system must compare the detected channel and current time with the channel and time information of the TV program table data... Col. 14, lines 32-40)... However, this understanding of the Welsh document by the Examiner is respectfully submitted to be incorrect because the program ID in Welsh is encoded in the received television signal as character strings and a decoder (18) simply detects it, as clearly described in column 5, lines 47-59 of the Welsh reference. Therefore, the new ground of rejection relied upon by the Examiner can no longer be maintained. The addition of Williams at al. does not cure the defect of Hertz et al. and Welsh not teaching or suggesting the claimed invention.

It is therefore respectfully submitted that claims 1-13 are allowable.

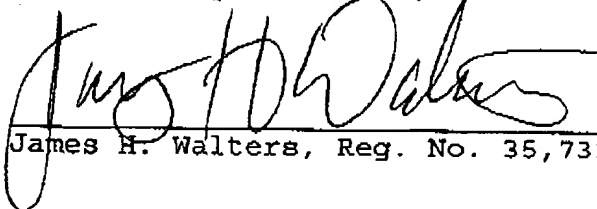
Regarding newly added claims 14-25, a main feature thereof is the step of "transferring, via the Internet to a collection center, the obtained audience data along with ID data of the viewer by making use of opportunities of the viewer's accessing the Internet". This is supported in the specification as filed

at page 24, line 24 to page 26, line 17. As clearly described in the specification, this feature is advantageous in relieving the congestion of accessing to the collection center in the case of regular accessing by audience data obtaining devices, and also in relieving the concentration of the processing load on the collection center.

As to claim 3 which recites the feature, the Examiner indicates that Hertz (col. 51, lines 5-8) further discloses by making use of opportunities of the viewer's accessing the Internet". However, the pointed out location of Hertz merely discloses the use of the Internet but fails to show the "making use of opportunities of the viewer's accessing the Internet". It is only in applicants' specification that this feature is found or suggested. Accordingly, new claims 14-25 are submitted to be allowable.

In light of the above noted remarks, this application is believed in condition for allowance and notice thereof is respectfully solicited. The Examiner is asked to contact applicants' attorney at 503-224-0115 if there are any questions.

Respectfully submitted,

  
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